Meet the Team
PROJECT HEARBOOK

Team Profile
Team Bravo

John Earnshaw:
is an experienced engineer and will leverage his expertise and tenure in "putting things together"
Technical Advising, Service Development
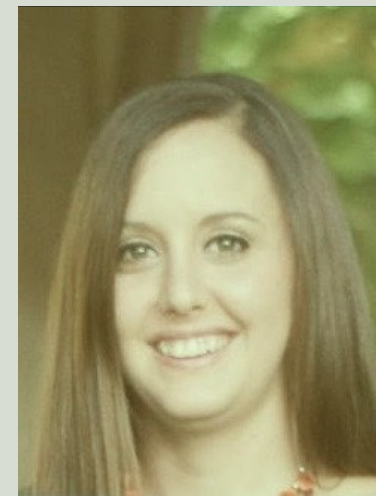
Daniel Hudson:
is good at doing Research, as well as a technology (hardware and software) professional.
Team Coordination, Research

Megan Lambert:
expert in Hardware and Software, for proposal of technology for the service
Technical Advising, Service Development

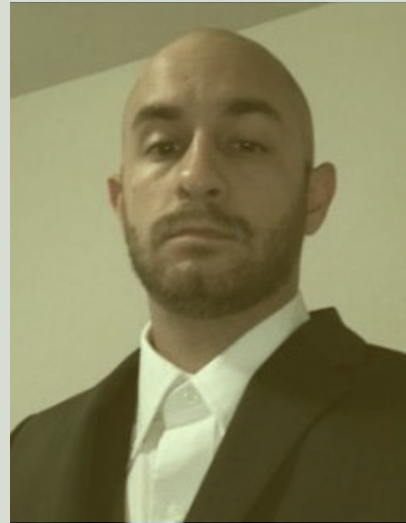# TEAM MEMBER ROLES
(in alphabetical order)

PROJECT YEARBOOK

John Rourke:
Editorial, Marketing support

John is an engineer, passionate researcher and expert in technology start-ups

Zackery Zentz:
UI development

Zackery is a web designer with UI/UX experience, social and customer networking skills.

Moritz Zimmer:
Production, Scrum Master

communication, as well as web and mobile technologies and development.

INTRINSIC MOTIVATION

Our Proposal is for an audio sharing site where the user can be the star!

- Everyone will have the ability to download and listen to audio books or articles
- Members will have the ability to share their
- passion and upload their own work with a community of users that share their interests

USER AUTONOMY

Users are provided maximum autonomy by establishing a basic personal sharing platform, with opportunities to also create or join groups (similar to Facebook)

- Members are not forced to participate in any way – there is no need to join to use the site
- On the other hand they will be able to produce and share a type of material that interests them and share as much as they would like
- subjects can be posted in different categories
- We will also include the option for the audience to share the link to the reading on Social Media accounts.

MAKING THE MOST OF USER COMPETENCIES

In addition to having a user bio section that can contain extensive description of their qualifications (more like LinkedIn rather than Facebook), we will make use of user competencies by:

– Having a multifaceted rating system, where listeners can rate the post separately according to listenability, credibility and overall value (and can search by the same)

– Having a message board where listeners can exchange message with the producer, to give feedback on how the producer can improve their performance.

ENABLING USER CONNECTION

- Authors will be able to connect directly with their readers and listeners
- People will be able to discuss content in a more intimate way
- In addition to topic categories, there will be subcategories by media type
- Each Media type can be shared to other social media sites
- This will make the content more organized and accessible

By making the service as easy as possible to both use and join, the goal is to give the listener every opportunity to help the service grow and scale p as quickly as possible by making the service:

- Free to Use (consume) and Share, without any requirement to join as a member
- Free to Join, only an email address is needed to Produce and Share a work
- Members retain all rights to their creations
- Top-rated posts and users' opinions are published and featured, at the user's option through RSS, Feedly and other channels such as Digg, Facebooks' "Instant Articles"

SUPPORT MOST ACTIVE AND INVESTED USERS

We figure the best way to continually engage performers and audiences would be through back-and-forth interaction:

– All members can make comments and ratings, and engage in discussions

– Groups can meet together, similar to book clubs, where they can

– Perform and discuss the content that is relevant to them, and then

– Let people outside the immediate group join in on the experience

EQUAL OPPORTUNITY FOR CONSUMPTION, PRODUCTION AND SHARING